

RAJIN
AGAINST HEADACHE
AND TOOTHACHE

FRIDAY,
JULY 12, 1958

THE JERUSALEM POST

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Advice • Planning • Underwriting

France to Give Token Support Reluctantly

By NORA BELOFF, Special Cable to The Jerusalem Post
PARIS. — The French Cruiser "de Grasse" with 900 men aboard is now lying off the Lebanese coast awaiting orders from General de Gaulle on whether and when to join the U.S. Marines.

A French Navy spokesman said the cruiser is still under orders "to cruise off the coast of the Lebanon," accompanied by three destroyers and a supply ship. A Beirut report said that the cruiser anchored for an hour off the port while French diplomats went aboard to confer. The warship then steamed westward out of sight.

Earlier, there had been reports that French troops had landed, or were about to land in Beirut to join the American Marines. Preoccupied with troubles nearer home and their own permanent position in the Arab world in North Africa, the French Cabinet has been taken totally unaware by the Middle East crisis. General de Gaulle had no trouble in persuading his Ministers to leave to him the fateful decision on military intervention.

Informal circles expect that there may, in the immediate future, be a token French landing in Lebanon to assure the protection of (Continued on Page 2, Col. 6)

UNOGIL Asks For 65 More Officers

UNITED NATIONS (Reuter). — The U.N. Observation Group in Lebanon on Thursday asked for 65 more men to raise the strength of the force to some 200.

In a report to the Security Council, the Group said it would "greatly help in the execution of its activities if a certain number of unarmed troops" could be used for regular group reconnaissance on foot based on outposts. "Patrols could consist of officers accompanied by a small number of other ranks patrolling on foot or by mule along the frontier areas thus permitting wider and more profitable use of the force of Observers at the Group's disposal," it said.

In a covering note to the Council, the Group's Chief, Mr. David Hammarskjöld, said he "fully" endorsed the Group's plan "as representing adequate interpretation of the Security Council resolution of June 11 in the light of the needs and possibilities flowing from the progressive development of the operations of the Group."

While night watches had been kept at all existing observation posts new posts proposed to be established on or close to the frontier would be "required to function on a 24-hour basis."

Giving details of where the posts should be established, the note proposed they should include important roads and rail frontier crossings.

BAGHDAD PACT PAPERS SEIZED

CAIRO (Reuter). — The Cairo newspaper "Al-Ahram" Thursday said the new government of Iraq had seized all documents in an effort to investigate all plots planned by the alliance against the Arab nations.

The newspaper also said a number of Cabinet officers in the Arab Union of Iraq and Jordan had been arrested.

These include Ibrahim Hashim, Deputy Prime Minister; Sulaiman Taha, Defence Minister; and Khuluf al-Kheiri, State Minister for Foreign Affairs.

Telephone communications between Baghdad and Cairo were restored today for the first time since the new government was set up on Monday.

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UK More United Than in Suez 1956 Landings

By GERDA L. COHEN
Jerusalem Post Correspondent

LONDON. — Despite extreme dismay voiced by the parliamentary Labourites, it is evident that the British plunge does not precipitate such deep public cleavage as over the Suez Landings.

Then the Anglo-French attack was denounced as wrecking Western unity, even by elements demanding a curb on Egyptian expansion, whereas as now Anglo-American joint action was seen imperative if the Western bloc was not to suffer a crushing defeat.

The Suez development came out of a day whereas the action followed ominous thunder, culminating in the Israeli storm. Looting of the British Embassy was more a sign of the British attitude than of the Israeli one.

Mr. Macmillan told the House that initially Britain was flying into Jordan about 2,000 paratroopers. He said, "I am informed the situation in Jordan is quiet, in the light of circumstances, we will decide whether that number requires increasing."

He said that the British action had the full support of the U.S. and that it would be brought to an end if the U.S. Security Council made arrangements to prevent the lawful independence of Jordan against external threats and maintain peace and security.

Mr. Macmillan explained why on Wednesday night he had called a surprise meeting of his Cabinet which lasted until 2 a.m. He said that only minutes after last night's Commons debate on the Middle East ended, a telegram came from the British envoy in Jordan.

"This contained the first news we had that King Hussein and the Prime Minister of Jordan had made a request for the immediate dispatch of British forces. In making this request, the King and the Prime Minister said that Jordan was faced with an imminent attempt by the U.A.R. to create internal disorder and to overthrow the lawful government."

There is a strongly apparent trend for both left and right wing spokesmen to regard the move as a desperate attempt to avert a disaster which is being caused by the U.A.R. to create internal disorder and to overthrow the lawful government.

Only Night Curfew For Cyprus Town

NICOSIA (Reuter). — Day curfews were lifted throughout Cyprus Thursday but night curfews were enforced on Nicosia and Famagusta, and on the towns of Limassol, Larnaca, and Paphos.

Island-wide restrictions on unauthorized traffic will be lifted by day but will remain in force by night. The District Commissioners have, however, been authorized to reimpose curfews at the first sign of trouble.

Deaths by violence in Cyprus now total 46 this month — one more than the record number killed in one full month at the worst previous period of the emergency, November, 1956.

UAR Planned Coup In Jordan Yesterday

LONDON (Reuter). — The British Government on Thursday night was a vote of confidence in the House of Commons for its decision to send troops into Jordan.

The voting was 214 to 25 — a majority of 69. British troops were sent from Cyprus to Jordan as the latter asked for aid following receipt of information that an Israeli-type coup organized by the United Arab Republic would be attempted Thursday.

Prime Minister Harold Macmillan announced. The Prime Minister said that Jordan had also made a request to the U.S. for assistance and this was being "thoroughly considered."

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Ben-Zvi Cheered In Brussels

BRUSSELS. — The Israeli President and Mrs. Ben-Zvi arrived in Brussels Thursday by air from Amsterdam after completing their visit to Holland. They lunched at the Royal Palace with King Baudouin and other members of the Belgian Royal family.

In the afternoon, the President was cheered by thousands of people as he inspected the Israeli pavilion during his visit to the World Fair.

Commenting on his decision to carry out his visit to Holland and Belgium despite the events in the Middle East, the President said that he had done so only after considerable thought.

U.K., U.S. Troops Steadily Moving to Jordan and Turkey

Jerusalem Post Diplomatic Correspondent

Permission for British transport planes to carry a number of troops across Israel territory on their way from Cyprus to Jordan was approved by the Cabinet at a special session convened by the Prime Minister in Jerusalem Thursday morning.

A request for such permission had been submitted to Israel on Tuesday. The official communiqué issued after the meeting made no mention of this decision or of the British request, but it was announced that Israel had in fact protested against the passage of such troop-carrying aircraft in the early morning hours of Thursday.

The British Foreign Office spokesman in the afternoon confirmed that Israel's protest was received, but political circles in London asserted that the subsequent flights in the afternoon were carried out with the agreement of Israel. The Government spokesman in Jerusalem did not deny this fact.

The Cabinet convened at 10 o'clock in the morning and its discussion lasted for two hours. It is understood that the fact that the planes had already flown over Israel territory was confirmed only after the meeting. The communiqué stated:

The Cabinet met on Thursday at a special meeting to discuss the political and security situation in the region. It lasted for about two hours. Prime Minister Ben-Gurion received the Russian Ambassador, Mr. M. Bodrov, in the afternoon. He also held consultations with the Ambassador to the U.S., Mr. Abba Eban.

The Commander-in-Chief of the Russian land forces, Marshal Andrei Grechko, will direct part of the manoeuvres. It was learned.

From Teheran, it was reported that the Soviet troops and tanks were visible from Astara, a Persian town on the Soviet frontier. Informed Persian Government sources said they believed the massing of Soviet forces in part of a "war of nerves" the Russians intended to impose on the pro-Western Middle East countries in retaliation for the U.S. Marine landings in Lebanon.

They added it was also designed to keep Persia from extending any aid to loyalist Iraqi elements.

Reports reaching Baghdad from Sofia said the Bulgarian Defence Ministry had announced that its forces would take part in the exercise with Soviet troops from Cyprus to Jordan, a number of British aircraft carrying troops were recalled and returned to Cyprus.

A State Department spokesman said there is no plan for U.S. troops to go to Jordan. This does not seem warranted at this time. The U.S. battle group which

British air transports were still ferrying more men into Jordan late on Thursday night in response to the urgent request for aid sent out by King Hussein, who claimed that his Government was in danger of an imminent coup on the Iraqi model.

This was part of a three-pronged movement of troops into the Middle East continuing from late on Wednesday night right through Thursday with British airborne forces flying in from Cyprus to Jordan. A U.S. airborne battle group of about 1,500 men swooping out of West Germany and dropping down at Adana in Turkey, and the bulk of the U.S. Marines were proceeding steadily in the Lebanon.

The British troops began flying out of Nicosia shortly after dawn on Thursday, making their way eastward by the shortest possible route into Jordan. There, air raid sirens sounded as the first planes were sighted, and according to a UPI dispatch from Cyprus, RAF aircraft had a brush with Israeli fighters en route from Israel planes apparently going aloft because the RAF jets were flying over Israeli territory. There were no reports of any shooting.

The Israeli Army spokesman categorically denied to The Jerusalem Post any such conflict between Israel and British planes.

At first the troops were "unidentified" but at 8.30 a.m. the British Embassy in Ankara said that British paratroopers had landed in Jordan. Later the British Defence Ministry officially confirmed the landing.

He said that elements of the 16th Independent Parachute Brigade were involved. A third wave of paratroopers took off from Nicosia on Thursday night.

It is understood that 6,000 British troops have been poised in Cyprus for the first stage of reinforcing King Hussein. While the troops were flying out, officials were busy touring the hotels in the Beirut area to check the number of beds available for possible evacuees.

The British troops were seen in response to a request for aid by King Hussein. In a special statement broadcast over Amman and Hamah, the radio, the monarch said that the decision to invite the armed forces of Allied nations had been adopted unanimously by Cabinet Ministers and Ministers, together with members of the Jordan Parliament, who were present at the Palace to a late hour on Wednesday night.

British official spokesman in London declined to comment on the statement that midway through the air-lift of British troops from Cyprus to Jordan, a number of British aircraft carrying troops were recalled and returned to Cyprus.

A State Department spokesman said there is no plan for U.S. troops to go to Jordan. This does not seem warranted at this time. The U.S. battle group which

sew to Turkey was part of the U.S. 15th Infantry Battalion of the 24th Division, and were flown from West Germany to the big NATO base at Adana, Turkey. The U.S. Defence Department spokesman said in Washington the group might be used to reinforce the Marines already in the Lebanon. He said that a tight security ring had been thrown around the base.

By Thursday night it was stated that more than 5,000 troops had arrived from Great Britain and were being ferried by jet fighters.

The U.S. troops destined for Turkey passed through Naples en route from West Germany. They were armed with automatic rifles, light machineguns, mortars and bazookas, and were using Flying Boxcars for the trip. A Defence Department spokesman declined to confirm or deny that the airborne force sent to Turkey was armed with atomic weapons.

The Austrian Defence Ministry announced that it is despatching Air Force units to defend the air space over Austria against flights by U.S. aircraft en route to the Middle East.

In an earlier announcement, the Defence Department said that the group would be placed under the command of Admiral James H. Holloway, U.S. Commander in Chief in the Middle East, who arrived in the Lebanon on Wednesday to take command of the forces there.

At about 11 o'clock on Thursday night reports that his forces had occupied their initial objectives; the port, the airfield and the dock area, all with the co-operation of Lebanese authorities. Full communications had been established between points.

By sunset on Thursday a third battalion of Marines expected to land had not arrived. The number of Marines in the Beirut area remained at about 2,000.

In the Lebanon, the U.S. Navy forces were reinforced on Thursday with the arrival of two aircraft carriers, a heavy cruiser and two destroyers off Beirut. The latest group of warships to reach the area was led by Admiral R. Brown, commanding the 6th Fleet against the heavy cruiser Des Moines.

Murphy Arrives
President Eisenhower's special envoy, U.S. Under-Secretary of State Robert Murphy, arrived in Beirut by special plane Thursday. The U.S. Ambassador, and drove immediately to the American Embassy. It was reported that he was carrying a personal message from President Eisenhower to President Chamoun.

Later, Mr. Murphy called on President Chamoun, but no statement was issued.

Lebanese Snipe At U.S. Marines
BEIRUT (Reuter). — American Marines exchanged fire with Lebanese snipers round Beirut Airport Headquarters early today, a U.S. spokesman said.

The Marines had been fired on for several hours before they shot back after a few shots the sniping stopped. No Marines were injured.

U.S. to Airlift Oil to Jordan
AMMAN (UPI). — The U.S. Embassy said that the U.S. would airlift petrol from Bahrain to Jordan on a "continuing basis" following the cessation of oil supplies from Iraq.

Jordan Envoy: U.S. Troops to Land

LONDON (UPI). — The Jordan Ambassador, Abdul Monem Rifai, said Thursday that the U.S. has accepted Jordan's request for direct military assistance.

Rifai said that the U.S. forces are expected in Jordan "momentarily, maybe today, maybe tomorrow." He said that Jordan had not asked Turkey for aid.

Asked by reporters whether he realized that British planes had to fly over Israel territory to get to Jordan to land troops, the Ambassador said the Amman Government wanted assistance and did not care what route was chosen.

In reply to questions, Rifai said that Iraqi troops in Jordan have left, he declared that he was sure the Baghdad rebels did not have complete control of all Iraq, or Turkey for aid.

Soviet Manoeuvres Near Turkey, Iran

MOSCOW. — The Soviet Army, Air and Navy forces will hold manoeuvres in the Trans-Caucasus and Turkish areas which border on Persia and Turkey, starting Friday, it was announced here Thursday.

The Commander-in-Chief of the Russian land forces, Marshal Andrei Grechko, will direct part of the manoeuvres. It was learned.

From Teheran, it was reported that the Soviet troops and tanks were visible from Astara, a Persian town on the Soviet frontier. Informed Persian Government sources said they believed the massing of Soviet forces in part of a "war of nerves" the Russians intended to impose on the pro-Western Middle East countries in retaliation for the U.S. Marine landings in Lebanon.

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LEFT PARTIES STILL UNEASY

The passage of British aircraft over Israel stirred the left-wing parties in the coalition into more than usual activity, although it is considered unlikely that either Mapai or Abud Ha'avoda would break the coalition over the issue.

The fact that reinforcement by Nasser-controlled lands would be the worst possible situation for Israel is well appreciated by the coalition.

The adoption of the resolution adopted by the Abud Ha'avoda resolution stresses the need for the Israel Defence Forces to be strengthened and increased efforts made to obtain additional weapons. Israel, the document continued, should endeavour not to be involved in a fight between the two blocs. However, the flight of British aircraft without authorization over Israel territory should be regarded as an act of aggression against the Security Council in the strongest terms, the resolution urged. It also warned against the use of force to settle permanently in the Arab area of Jordan.

The Abud Ha'avoda resolution stresses, too, that the Anglo-American action did nothing to secure the American embargo on arms for Israel is still valid, and appeasement may reappear in the foreign policy towards the Arabs.

The Iraq Government has announced the exchange of diplomatic relations with Russia because of that country's sympathetic attitude towards the Iraqi revolution.

Diplomatic relations with the USSR were severed by Nuri Said three years ago.

New French Constitution To Draw on Own, U.S., U.K., Models

By RANDOLPH CHURCHILL
"Evening Standard," London
The new French constitution, in its broad outline, will be an amalgam of the existing French, British and American constitutions. It is expected to be passed on passing through Paris en route to the Middle East.

Under the new basic code which General de Gaulle is expected to make public in about three weeks, the National Assembly will retain roughly its existing powers and functions; but as the President of the Republic is to preside over the Cabinet, there will no longer be a "President du Conseil des Ministres." Instead, there will be a Prime Minister who will be appointed by the President at his own discretion, either within or outside the Assembly.

None of this, however, would be of great significance without the proposed changes anticipated in the electoral law.

It was, I gather, originally intended that the new electoral law would be submitted

Lloyd and Ike Are Close on Action

WASHINGTON (UPI). — President Eisenhower and the British Foreign Secretary, Mr. Selwyn Lloyd, achieved a "close identity of views on U.S.-British action in the Middle East crisis," the White House announced Thursday.

The statement was released following the first talks held between the President, Mr. Lloyd, who arrived earlier in the day from London, and Secretary of State, Mr. James Hagerty, read to reporters a brief statement prepared by the three participants that said they held a general review of the situation in the Middle East, with special emphasis placed on joint Anglo-American action in the Lebanon and Jordan.

Mr. Hagerty said that "we will have to wait and see" when Mr. Lloyd will complete his mission to Washington and return to London. He added that Mr. Lloyd and Mr. Dulles would continue their discussions Friday.

Children Suspected In Fatal Train Accident

A heap of stones put on a railway track caused a self-propelled motor car to overturn, killing one man and injuring two others on Thursday morning. The accident occurred near the level crossing on the Petah Tikva-Ramatayim road.

The train was on its way to Rosh Ha'ayin when it struck the stones and turned over. Police investigators believe that the stones were put on the track by children. The dead man is a Sholomo Finkelshteyn, 38, of Rosh Ha'ayin. The two injured are Haim Aharak, 35, also of Rosh Ha'ayin and Saleh Shemesh, 40, of the Amshav ma'bara. They were taken to the Petah Tikva Hospital for treatment.

POET-TEACHER WINS BIBLE QUIZ IN NORTH
HAIFA. Yitzhak Sholov, poet and teacher of Nahalal, was at midnight declared winner of the Northern District Bible Quiz. Another teacher, Mr. Ya'acov Mizrahi, of Zichron Ya'acov, was second.

Gov't Said Shelving Registration Issue

Jerusalem Post Reporter
TEL AVIV. — The Government has shelved the problem of the registration of nationality in identity cards, despite the appointment of the Ministerial enquiry committee. The committee, which was set up at a meeting of active Mapai workers on Thursday, will not be asked to report on the issue.

Muscovites Protest Outside U.S. Embassy

MOSCOW (UPI). — Several hundred Russians marched on the U.S. Embassy Thursday, yelling condemnation of the American landing in Beirut.

LANDING AT AKABA SEEN
Jerusalem Post Reporter
BILAT, Thursday. — There were strong indications here Thursday night that some sort of landing would take place at Akaba possibly early the next morning. The air strike there which has not been used for more than a week was extended during



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Tel Aviv Stock Market

Fal. Surplus (Ind. Sec. 1)	382
12% Comp. Loan	681
50% War Loan 04/00	30
52% Naval Bonds (a)	311
0% Reg. Starting "A"	36
Def. Loan Bonds (0% 2)	1028
45% Def. Bonds (1)	1028
41% Def. Bonds (2)	367
62% Loc. G. Debt. (3)	388
63% Loc. G. Debt. (4)	366
Fal. Elec. pref. sh. (Ind. 3)	387
53% Bonds "C"	1028
ditto (1)	1141
Excess Returned	

Karen Raymond
64% Deb. 02/05 12

ditto g)	300
8% Deb. 55/56. 2)	90
ditto g)	37
Igroth 6 1/2% Deb. 55/56	100
Harpo 6 1/2% Deb. 55/56	
Class "A" 1)	100
Class "B" 2)	110
Rh. Leumi ord. sh.	180
Bearer Savings Cert. "B	90
Rh. Leumi Investment	
Ord. sh. "B" reg.	100
Ata ord. "B" sh.	80
"Hardness" ord. "B"	80
7% con. deba. 55/56	87

Rev. ord. 85.	80
Pal. Cold 84. ord sh. reg.	140
Pass 4% deba. 40/64 reg.	83

Pal. Cold 56. ord. sh. reg.	360
Pasa 4% deba. 40/64 reg.	323
Rikur 4% deba. 56/65	30
Nir 5% prof. sh.	30
Gen. Merig. Kh. ord. sh.	30
Kassco 5% prof. ord. sh.	30
I.L.D.C. ord. sh. reg.	30
5% deba	30
Afr. Pal. Inv. ord. sh.	30
Mellor ord. sh. reg.	1140
Pal. Brewery 8% con. deba.	30
Assin Bejarsne "B" sh.	70
Nesher 5% deba "A" 55/66	1180
Est. Bejarsne "A" sh.	30

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essential. Knowledge of German

TRAINING DEPARTMENT

Today's Postings

The Weather

Forecast: Partly cloudy in the morning, clearing over later.

City	Temp.	Wind	Humidity
Tel Aviv	27	10	65
Jerusalem	25	10	65
Haifa	24	10	65
Beirut	23	10	65
Amman	22	10	65
Baghdad	21	10	65
Tripoli	20	10	65
Cairo	19	10	65
London	18	10	65
New York	17	10	65

ARRIVALS

Mr. Shimon Peres, of Hahinukh, after a week's tour of the United States, arrived in Jerusalem on Thursday evening. He is accompanied by his wife, Mrs. Peres, and their two children. Mr. Peres is expected to stay in Jerusalem for several days.

DEPARTURES

Archbishop George Hakim, Head of the Greek Catholic Community in Israel, is leaving for Rome on Thursday morning. He is accompanied by his wife, Mrs. Hakim, and their two children. The Archbishop is expected to stay in Rome for several days.

THE MINISTRY OF COMMERCE

The Ministry of Commerce has ordered that all goods imported from the United States must be accompanied by a certificate of origin. This is to ensure that the goods are genuine and not counterfeit.

BUSY WEEK IN HAIFA PORT

Jerusalem Post Reporter
HAIFA.—The port is busier this week than in any other time of the year. A large number of ships are arriving and departing, and the cargo is being loaded and unloaded. The port is expected to remain busy for several more days.

KLASNER'S HEALTH NOW IMPROVED

Jerusalem Post Staff
The physician attending Prof. Joseph KLASNER reported Thursday night that his condition has improved. He is now able to walk and is expected to be discharged from the hospital in a few days.

Mr. and Mrs. Harry Chernigow

take great pleasure in announcing the wedding of their daughter

Selma to Samuel Reiff

on July 4, 1958.

Astoria, N.Y.

Zinna (Zovitsky) Habinsky

THE BEHEAVED FAMILY

July 16, 1958.

BETTY DEUTSCHMANN,

(nee Kronheim)

Haifa-Bat Galim, July 17, 1958

THE BEHEAVED FAMILY

The funeral has already taken place. Please refrain from condolence visits.

120 Tourists Come from Jordan, Find Life Normal in Capital

Jerusalem Post Staff

Although one of the cities closest geographically to the center of the Middle East turmoil, Jerusalem was not the calmest. During Thursday, about 120 Jordanian tourists, passed through the Mandelbaum Gate, as against a daily average of 10. The visitors generally were surprised to find life going on normally here.

A check of Jerusalem travel agencies and airline offices on Thursday evening showed almost no unscheduled movement of tourists to leave the country.

The El Al office manager told The Jerusalem Post, "It has never been so quiet." Air France said that not only was there no panic, but that some tourists were extending their visit.

Travel said the situation was "absolutely normal."

The major hotels reported no cancellations of tourists already here. One hotel said that two cancellations had been received, but that an American couple in Paris, and an American Express Company group of 17 who had planned to come had cancelled, but there were no others.

British Correspondents

Two British correspondents have arrived in Jerusalem. Mr. Randolph Churchill, of the "Daily Mail," and Mr. Vincent Mulholland, of the "Daily Mail." Mr. Churchill is leaving for Cyprus Friday as a route to Amman. He had come from Algeria suddenly and had no visa, but was issued one at Lydda Airport on arrival.

Two groups of American tourists who crossed into Jerusalem from the Old City arrived on Thursday, but the large numbers of others came on the advice of the American Embassy in Amman and the Consulate in the Old City. While there they had also been advised to remain off the streets when trouble broke out.

Among those who crossed was a party of 30 Mormons from the State of Utah. The group is headed by Prof. Richard D. Poll, Chairman of the Faculty of History at Brigham Young University. They had lunch at the Tourist Club after ascending Mt. Zion.

Another group of 25 is headed by Dr. R.M. Bowen, Professor of the School of Theology of Emory University, Atlanta, Georgia. Dr. Bowen's tour, called a "Travel Seminar to the Holy Land and Middle East," is made up of students and former students.

He said that the group had decided to follow its original schedule and will remain in the country until Monday.

The Yotour Travel Agency has made the arrangements for this group, and for an American Express group.

Felt Tension

When asked about conditions during the past few days in the Old City, the tourists said that while they felt tension, they saw no real danger. They were all well treated by their Arab hosts.

The number of UNTSO observers who have returned here after being on loan in Lebanon has reached seven with the arrival of an observer on Thursday. An observer on the return of the six still in Lebanon will be taken there, the U.N. spokesman in Jerusalem said.

The six fulfilling functions of some importance in Lebanon and will not be easily released, he explained. The observer who returned on Thursday, a Norwegian, has finished his tour of duty and is to be replaced.

SHAPIRO TO REST IN SWITZERLAND

Mr. Haim Moshe Shapiro, former Minister of Religious Affairs, is sailing Friday (today) for a month's holiday in Switzerland. This is on the advice of his doctors who feel he has not yet fully recovered from the injuries sustained in the Knesset bomb incident last October.

Mr. Shapiro will be accompanied by his daughter.

U.S. Labour Affirms Solidarity With Israel During M.E. Crisis

TEL AVIV.—A cable message of solidarity with Israel and her labour movement was received on Thursday from Mr. Walter Reuther, President of the United Automobile Workers and Vice-President of the AFL-CIO, by the Histadrut Secretary General, Mr. Pinhas Lavon.

The American labour leader expressed the concern of the U.S. labour movement over the Middle East situation and affirmed its readiness to do everything within our power to defend the security and integrity of the State of Israel against threats from any quarter.

Mr. Reuther ended his message with the words "Solidarity."

Mr. Lavon expressed thanks to the American labour leader on behalf of the Histadrut. The Secretary General wrote that "We all hope that out of the troubles affecting the area at present—there will arise a new Middle East based on the principles of freedom, cooperation and peace."

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French Envoy Says Franco-Israel Ties Firmer Than Ever

Jerusalem Post Reporter

TEL AVIV.—French-Israel ties were much stronger than the general public commonly thought, the French Ambassador, M. P.E. Gilbert, said on Thursday. He was speaking on the significance of Bastille Day for the French, the Jews and for Israel to members of the Tel Aviv-Jaffa Rotary Club, of which he is a past President.

Much of the cooperation between France and Israel is still not exposed to the public view, but my speech came who would be put in writing what hitherto has been an affinity of hearts, would have much to record," Gilbert said.

France and Israel, being both Mediterranean countries, have more in common than each has with countries outside the Mediterranean basin, he explained.

The esteem in which Israel is held by the U.S. for instance; but Israel can never hope to influence the policy of such a big power which shares a common language with France."

Cherished Rights

The French Revolution, which changed the destinies of the world, gave France her most cherished rights of Liberty, Equality and Fraternity, which Frenchmen sometimes take too literally. The Revolution gave the Jews equal status in Europe.

"That seems natural today, but was no less revolutionary at that time of change in the regime." Finally, there was the cooperation with Israel over the past three years.

"I was surprised myself during a visit home, to see to what extent Israel had been popular in France," Gilbert said.

Israel, he said, is still greatly influenced by English culture, but this was changing slowly, especially in the Army where the officers are discovering the potentialities of French technical literature.

The Revlon chief, who came here for the marriage of his daughter to Mr. Yigal Monson in February, was a member of the Revlon staff.

Other partners in the marriage were Mr. Yigal Monson, a member of the U.S. and Mr. Ephraim Ben-El.

Mr. Shitrit spoke on the occasion of 13 senior police officers in the District of Jerusalem.

The Police Minister said that "it is essential that we acquire the police officer's confidence for if the relationship between the policeman and the citizen is not friendly, the police force will not be able to work successfully."

If the public gains confidence in the police, it will also cooperate with them," Mr. Shitrit told police officers.

The head of the officers' school, Mr. Yehuda Prag, said the average age of the graduates was 44. He paid tribute to the officers' wives whose husbands were away from home for long periods.

The Inspector General of Police, Mr. Y. Nahmias, was present but did not speak.

Supreme Court Rejects 110 Damages Appeal

TEL AVIV.—The Supreme Court on Thursday rejected the appeal of the Zim shipping line against a lower court ruling that it pay 110 damages to a timber importer for loss of several hundred barrels.

The long and involved majority opinion was written by Justice Sussman and concurred in by Justices Agranat, with Justice Witkon dissenting.

Finding some 970 barrels missing in the customs inspection of his order brought from Italy by Zim in two of its ships, the Hafia importer applied for and received damages from his insurance company. The latter tried to recover the sum from the Zim Company in court and was awarded the nominal sum of 110 because it was not clear if Zim was solely responsible or whether the timber had gone astray between the quay and the customs inspection. (Haf)

Magistrate's Court Opened in Ramat Gan

RAMAT GAN.—The District Court, Mr. Y. Eisenberg, officially opened the Ramat Gan Magistrate's and Municipal Courts here on Thursday in the presence of the Chief Justice, Mr. Olshan, the President of the Tel Aviv District Court, Mr. N. Barsky, and Mayor Y. Krieger. The new Magistrate, Mr. Yehoshua Averbach, will hold his first sitting on Sunday.

Suspected of Selling Bogus Coffee

A Jerusalem resident was remained in custody on Thursday for seven days on suspicion of selling packages of instant coffee containing a coffee substitute adulterated with ground paper.

Police told Magistrate Y. Barsky that Yitzhak Albert, 34, had on two occasions peddled his connection to Jerusalem shopkeepers by presenting himself as a new immigrant from Argentina who had received the coffee from his family. His alleged tale from the two sales in Jerusalem was that for 21 jars he was also wanted on a similar charge in Ramat Gan. (Haf)

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Large selection of Blouses, Skirts, Dresses, Gowns and lots of Miscellaneous Fashionable

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Graduate Library School

The Graduate Library School announces the opening of registration for the academic year 1958/59. The course, which consists of practical and theoretical subjects, provides training for responsible positions in four types of libraries (academic, public, special and school libraries). Admission to the course is restricted to holders of an academic degree awarded by institutions of higher learning in Israel or abroad.

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APPRENTICES TO LIFE

By Amira

THE radio was tuned to the Saturday morning concert. A few dozen young people sat around the large clubroom, conversing in undertones or reading the "P" day papers. There was nothing very unusual about the group. The girls were, for the most part, attractive, but not impressively so. The men were in open-necked shirts, some in uniform. No specific ethnic group dominated. It might have been a class reunion of a Tel Aviv public school or a gathering of ex-servants from the same troop. Indeed, it was a sort of reunion, although the backslapping, "what's new?" "remember when?" were only of secondary importance. It was a reunion of former students of the Australian Wise Children's Centre and Apprenticeship Home, an institution for children and youth who, for want of a better term, may be described as socially undependable. The purpose of the reunion, as far as the institution's directors were concerned, was to check up informally on their former charges and determine the extent to which the institution had succeeded in equipping these youngsters with the tools to meet life on their own. If a chance measure can be applied, the fact that about 250 chose to attend would seem to indicate success.

Aharon Yeladim, as the institution is popularly known, was described in a Report on Juvenile Delinquency (published in 1956 by a 17-man commission appointed by the Minister of Justice) as an institution worthy of emulation as, unfortunately, it is the only one of its kind in Israel. The uniqueness of Aharon Yeladim lies in the fact that it is an open institution. The children and young people (from 10 to 18) live at the home but their lives are not circumscribed by the four walls of the institution. The younger children attend state schools on the Carmel;

the older ones work in factories and workshops in Haifa and the Jaffa Area. They return "home" every day after study and work as their classmates and fellow workers return to their families. This idea is the educational principle upon which the institution is based and to the mind of its director, Benjamin Jona, and his supervisory Board, the raison d'être of its existence.

Most children's institutions in this country are "closed": the children live there 24 hours a day; study, vocational or agricultural training are supplied by the institution. This type of institution comprises an independent society with its own mores, hierarchy and set of demands. When the child leaves the institution, he leaves a protective world. The institutionalized child is not only deprived of the loving warmth and security which the family home is, theoretically, supposed to supply. He is also deprived of some of the harsh realities of life which go into the make-up of the adult: experiencing the struggle for survival at close quarters; being aware of the value of money; being subject to the fluctuations of the labour market.

Open Doors

The system of "open-door" education and apprenticeship practised at Aharon Yeladim was introduced to answer two problems: rehabilitation within the social framework in which the boy will be forced to live afterwards; and the acquisition of a trade. It is true, the two problems are not inseparable as might be proved by the existence of vocational schools. However, the acquisition of a trade, being aware of the value of money; being subject to the fluctuations of the labour market.

The apprentice, upon leaving elementary school, is given a psycho-technical examination. Then, in consultation with him and his educators, a specific trade is decided upon. The youth is apprenticed to a factory or workshop and more often than not he will spend the early part of his apprenticeship running errands for the older workers, cleaning up after them and doing various odd jobs.

The actual learning of the trade will depend on a number of factors: the attitude of the employer towards his charge, the attitude of the workers, and the diligence of the boy himself. But whether it takes a longer or shorter time to learn the skill, the youth begins to evaluate his position as a member of society. He is required to give in order to receive. He must learn to pay for his upkeep at Aharon Yeladim. Only in his last year are his contributions set aside by the home in order to create a fund for him when he leaves. One of the more obvious advantages of apprenticeship is that it offers a far wider range of trades than does the vocational school, while still supplementing general education in the evenings. In the field of rehabilitation, Aharon Yeladim has passed beyond the experimental stage. In its 17 years it has succeeded in taking scores of youngsters on the wrong side of social norms and setting them on the straight and narrow path. In the statistics available for the years 1944 to 1957, 48 youngsters passed through the institution. Of these, 206 — about 60 per cent — were placed because of emotional disturbances and waywardness. The remainder were either semi-orphaned or orphaned, children from broken families, children whose parents were ill, or children whose families had not yet immigrated to Israel or had left the country without them. At the graduates' reunion the former pupils came because they were able

to approach their teachers and say: "Well, take a look at me. I've done all right. Outenabity, they came to see old friends and old places. Objectively, the reunion was a kind of follow-up measure. They signed in, listed their place of residence, their occupation, their family status. The directors were then able to add this information to the card file, which they keep on everyone entering the institution. Ninety per cent of those who came were steadily employed or housewives. Only ten per cent listed no specific occupation.

The serious young people who sat around in an organized group discussion with Mr. Jona and voiced their opinions on apprenticeship, the respective merits of vocational and agricultural training, the virtues and drawbacks of a non-political orientation, the place of sports, etc. had surprisingly much to say about the rehabilitative aspect of the institution. When they were informed of a former classmate of theirs now serving time in prison, their reaction was "He was always a pretty desperate character." It was as if they could not in any way identify themselves today with their past as problem children.

One cannot help but compare the youngsters of Aharon Yeladim today with their predecessors of three, five or ten years ago. The little wild-eyed girl of 11 who broke into a temper tantrum when informed that her dance would be presented on the ground rather than on the stage might have been the double of a girl who today is a responsible nurse in the maternity department of one of the government's hospitals. Or the desperate youngster who let loose a torrent of blows and curses on his classmate who sat too close to him might bring to mind Yeladim who has just won his wings in the Air Force. The bills for smashed windows are very high at an institution like this. And the average life expectancy of a piece of movable furniture is not very great. But, it appears that these are some of the things which must be taken into account when apprenticing youth to life.

Diary of A Housewife

By Hadassah Bat Haim

DASHING around the village doing the shopping I become aware that a great row is going on in the green-grocer's where a woman talks about something called "cucumbers forty two" and the green-grocer insists that first he has never heard of them and secondly they are no good and nobody wants them. "Cucumbers forty two" sounds like a code and for one fantastic moment I wonder whether the woman and the green-grocer are part of a spy ring but decide reluctantly that this would be an unnecessarily public and elaborate way of communicating. Recognize the woman as someone I have been on vague though cordial terms with for some years ever since our dog destroyed her asparagus beds.

TO my surprise she seems to be addressing a meeting and not only haranguing it with two long cucumbers which she is brandishing, one in each fist. Catching sight of me she says with scorn that it is a great pity that all of us housewives are so hide-bound and conservative. Fiercely I deny both anything of the sort. It is true that I only serve the sort of food I was brought up on, but this is partly because I

am used to it and partly because everyone knows that English cooking, though sometimes unpleasant, is nourishing and easy to prepare.

THE woman with the "cucumbers forty two" is now swinging into a vehement peroration about the length, succulence and freshness of her heart's dearest, the fruit of many years' back-breaking experiments, but the women in the shop say they cannot be any good, they are too big and must be full of water. Rapidly she whips out a large knife but instead of cutting the speaker's throat, as I half expect, she peels and slices her wares with such despatch that half her audience are eating them. I know what is happening. Some of them say yes she is right but how do they know they can rely on the quality. Others say they will not have them at any price as they always buy the dearest goods and won't have cheaper ones even if they are better. Had no idea that cucumbers could arouse so much passion.

THE cucumber woman is speaking about the revolution in cucumber growing, the help to the country's economy etc. all held up by stick-in-the-mud housewives, when I emerge from the shop clutching a rather myopic, one kilo of "cucumbers forty two." As I am about to mount my bicycle she runs after me and proclaims that she will fight for Zion just as she will fight for her cucumbers and one day she will tell me the story of the Political Pined but not in public.

MAYBE it is she and not I who reads too many thrillers.

THOUSANDS HAVE TAKEN PART WHY NOT JOIN THEM?

Owing to the many requests of housewives THE COMPETITION WILL CONTINUE UNTIL JULY 31, 1958

FIRST PRIZE: A NEW AMCOR REFRIGERATOR

Buy 10 small tins of Syntabon (or 7 large ones) and distribute them among your friends. Send the empty wrappers, together with the voucher below, to: P.O.B. 1529, Tel Aviv, for SYNTABON CONTEST, not later than July 31, 1958. Every participant will receive a bottle of Neca Oil Shampoo free and may also win one of the large prizes, which include a brand new Amcor Refrigerator and many other items.

The first series of vouchers for a free bottle of Neca Oil Shampoo has been mailed.

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World Wide Petticoat Club

THE world's first "petticoat" club has been rolling in members ever since it was founded four years ago until there are now some 10,000 members. The club's pin whenever they board a plane. The Lady Sabena Club, as it is officially called, was founded by Sabena, Belgian World Airlines in New York in 1954 as a hands-across-the-sea gesture, that aims at enlisting the service of many women passengers in the promotion of world peace through travel.

All women who have either flown the Atlantic aboard a Sabena plane or taken a local trip out of South Africa with this company are eligible for membership. Today women fly the oceans almost as frequently as men and, without in any way neglecting all the attentions showered on the male travellers, airlines are



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BRITISH Week at the Brussels World Fair, 'Expo 58,' began last Wednesday, and with the Duke of Edinburgh in attendance was celebrated with a show of 'British Haute Couture and High Fashion.' This combined the work of the Incorporated Society of London Fashion Designers and

that of London's best-known makers-up. Some of the cotton models shown by both groups are illustrated here. All are fabrics chosen by the Manchester Cotton Board's Colour Design and Style Centre and shown in dress shows staged by the National Trade Press.

DRAWINGS BY PAUL CHRISTODOULOU



Wholesale

1. London Town show a brief dance dress with an oversized stole in orange embroidered in white.
2. Horrocks Fashions' town suit in black patterned against tan.
3. Frederick Starke's coat (with matching dress) in Ashton's cocoa-toned cotton, striped widely in black.

Couture

4. Victor Stiebel's cloud-blue, grey and black checked lawn dance dress, worn over a white muslin undershirt.
5. Ronald Paterson's heavy white cotton gauze lace dress, and white fichu, mounted over an orange base.

Princess with a Sewing Machine

By Michael Salszer

PRINCESS Margaretha of Sweden, once asked what she would most like to do, replied, "Be an unknown housewife somewhere." If she marries her young English suitor, Robin Douglas-Home, she will have more chance of seeing this wish realized than most European princesses. For one thing her marriage to a foreign commoner would not disturb the succession to the throne of her grandfather, King Gustav VI Adolf. His heir-apparent is Margaretha's 12-year-old brother, Crown Prince Carl Gustav. Her father, Prince Gustav Adolf, who was the King's eldest son, was killed in an air crash in Copenhagen 12 years ago.

Princess Margaretha at 24 is used to travelling alone, walks almost unnoticed through the streets of Stockholm, shops by herself and visits her own friends. She cannot always make her own decisions, but there is no other law restraining her than that of consideration for her family.

Swedish royalty have a peculiar position in their own country. The people respect them but do not make a fuss about them. Normally there is no ban on photographers. Picture stories about their school life, and holidays are considered good public relations, and the four pretty princesses, Margaretha, Birgitta (21), Desree (20) and Christina (15) are frequently photographed at home and at parties. The older three

enjoy the company of officers-cadets, students and other dancing partners, but they are taught to be watchful in public, and they never visit restaurants or clubs in Stockholm.

Swedish court life is rather dull. The 78-year-old King and Queen Louise (who is a sister of Britain's Earl Mountbatten of Burma) prefer quiet evenings of canasta to more spectacular activity. Princess Sibylla, the German-born daughter-in-law of the King and mother of Princess Margaretha, is a serious, reserved widow of 50, who prefers fire-side reading to gay parties. She allows her daughters to have a much more relaxed life but sees to it that they are discreetly chaperoned, and it's "Lights Out" at 11.30 p.m.

Their rooms in the Stockholm Castle are cluttered with pictures of film stars and entertainers, including Louis Armstrong and Frank Sinatra. All of them went to public schools, learned practical hobbies. "My girls must be able to look after themselves and manage alone," was Princess Sibylla's watchword.

Margaretha is a good cook, has learned household duties, knows how to handle babies, and went through a course of play therapy for small children. She uses an electric sewing machine in her room and can make her own dresses. Birgitta is an accomplished seamstress and also took a course in gymnastics for teachers. Desree is a trained baby nurse. All of them are keen on skiing and skating; all like jazz and dancing. Margaretha writes verse.

The princesses have always been kept on small allowances and received no more pocket money than their school friends. Princess Margaretha inherited a private fortune from her father (estimated at £30,000) but at present can use only the interest upon it. She has no official allowance from the State.

The attitudes of the Swedish people to their Royal Family and of the Royal Family to the people are reciprocal. When Princess Sibylla drove over a railway crossing when the lights turned red she was promptly (and heavily) fined, like any other law-breaker.

At court ceremonies and public banquets Princess Margaretha is a charming and decorous figure, but democratic Swedes delight in her inclinations. When a woman shopper recognized her at the haberdashery counter in a Stockholm store and made way for the royal customer, Princess Margaretha declared with "Thank you. You are very kind, but I can take my turn." And she told one of her friends on her return from London last year: "Oh, it's wonderful to live like an ordinary human being. In London you just disappear in the crowd."

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Obstacle Driving Tests

Great Expectations From Managers' Congress

By Ya'acov Friedler

SEVERAL hundred of the country's top managers will be able to contact them in the two-day managerial congress of Technion, City, to be followed by a nine-day seminar that will start on Sunday. The congress, which will be held at the Technion, is a four-year-old institution. It was founded by the late Dr. Herta and Paul Amir, who were instrumental in the development of the Technion. The congress is a unique opportunity for managers to discuss their problems and to learn from the experiences of others. It is a place where ideas are exchanged and where new solutions are found. The congress is a must for any manager who wants to stay on top of the latest developments in his field.

The congress will be held at the Technion, which is one of the leading institutions of higher learning in Israel. It is a place where the best minds in the country are gathered together. The congress is a place where managers can learn from the experiences of others and where they can discuss their problems. It is a place where ideas are exchanged and where new solutions are found. The congress is a must for any manager who wants to stay on top of the latest developments in his field.

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problems. He will be followed by a general discussion of his points. The next day panels will discuss specific aspects and work out recommendations to be brought before the primary session for resolutions. It is a foregone conclusion that all will agree on the urgent need for more managerial training and executive development. The congress will close with the official founding and inauguration of the Israel Management Association. A group of managers asked the organizers to permit this to follow the congress since the major objective of the Association will be training and executive development. The idea found support among leading managers and U.S.O.M. and Government officials.

The organizing committee originally included Histadrut managers, and in fact Mr. Aharon Remes of Koor was booked to inaugurate it. However, as non-Histadrut managers, they felt that Histadrut had had second thoughts, fearing the rise of a "managerial class" and the consequent loss of control. The Histadrut thought that the Association would start out as a "managerial class" and might eventually develop into a group that would oppose Histadrut policy. Managers who are Histadrut members are not allowed to join the Association. The group also recommended a coordinated programme for the training of existing managers to be carried out jointly by the Histadrut and the U.S.O.M., which never lost sight of the great importance of managerial training for Israel. They recommended that the Histadrut should be asked to New York University to have these recommendations by loaning a number of its own specialists.

Pooled Forces
The three Israel institutions pooled their forces to train existing managers in the new combined Centre of Advanced Management Study. Next week's congress and seminar, one of the Centre's first major operations, have three major objectives:
• To take stock of economic and managerial development in Israel during the past five years.
• To determine what the existing problems are.
• To decide "where we go from here."

Some idea of the importance attached to this congress may be gleaned from the fact that the Minister of Commerce, Mr. P. Rabin, will give the key-note address. He will report on development and express his views on current

Israel has a great opportunity not only to train competent managers, but also to develop and perhaps give new direction to the profession of management itself. The country's needs for large-scale and rapid expansion of industry and export are generally recognized. The major obstacle to this development is not the lack of financial, technical, or labour resources but the shortage of managerial talent. Rough estimates indicate that Israel's present "industrial management force" consists of approximately 4,000 persons. Relatively few of them are adequately prepared either by education or experience to acquire better managerial competence. This includes formal academic programmes, as well as attendance at conferences, seminars, etc., among which the forthcoming programme on "The Manager in an Expanding Economy" at the Technion is a notably valuable example.

Awareness Responsibility
The aim of the N.Y.U. project is to aware Israel managers to their own responsibilities and capacities for self-development, within their own enterprises and in the framework of their own concrete organizational, technical and human problems. The project staff of U.S. experts will act as management consultants. The aim is to help managers set up their own "in-plant" management training plans and to instruct the training directors or others chosen by their respective organizations in establishing and administering such plans.

To this end also both general and specialized educational programmes are to be carried out by the cooperating academic institutions in an integrated framework, based upon existing needs for such training as ascertained through "need analysis" surveys and by more exact and fundamental types of research. For the longer range, a Graduate School of Industrial Management Engineering has been established at the Technion under the leadership of its Vice-President, Dr. S. Litzman, former Dean of Industrial Engineering at Columbia University.

The extraction plant, interconnected with a capacity of 100 tons per day, is designed to process soy beans as well as local oil cakes derived in their own country. The plant is capable of supplying more than a quarter of the population's requirements of oil, both liquid and solid. There is still an export surplus and in 1957 the U.S. value of Israel's oil exports amounted to \$200,000 and this amount is expected to be multiplied in the years to come. (Communicated)

Press; Mr. H. Shari, head of the Ministry of Labour Relations Department; Mr. Y. Haasman, Director of the Manufacturers Association; Mr. Y. Loh, General Manager of the Manufacturers Association; Mr. H. Moller, the A.G. General Manager. The latter is known for his very strong views on managerial problems and he may be expected to propose new ideas and to lead the "management" must be permitted to "manage," and he will undoubtedly provide a very lively and possibly fruitful debate.

The list of teachers includes an impressive array of professors and lecturers from the country's institutions of higher learning as well as foreign experts sponsored by U.S.O.M.

Main Subjects
The seminar will break up into workshops, discussion groups and round tables. The major subjects to be discussed by the workshops are: Management of the Enterprise; Creative Thinking; Industrial Relations; Human Relations; Operational Analysis; Research and Development; Management of the Firm; Relations between Industry and Government. The groups will consist of 10 to 12 managers each.

For his firm, Gavish, it meant dipping into 16 months of work and for Rahamin, who is its Production Department Manager, a bonus and a patent shared with the company.

Rahamin, 35, is a sabra who lives in Rishon LeZion with his wife and three children. He began working at Gavish in 1948, when he was a glass-blower. By winning the top productivity prize he will literally bring productivity home to the U.S.O.M. He will receive a washing machine.

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at the Extension Division of the Technion and the Productivity Institute, will also serve as the starting point for new study endeavours to be organized by the Centre of Advanced Management Study, which is headed by Professor Tabb of the Technion, Professor R. Gross of the University and Mr. D. Moushine of the Productivity Institute.

The scheme will be followed up by a seminar for bank executives in the autumn and one for production managers in January.

The seminar will be bilingual (Hebrew and English) with facilities for simultaneous translation. The students will live at the Technion Students Hostel and pay IL110 each, which includes first-class hotel board. The managers' absence from work will be compensated by the Technion. The fact that 100 will take part is a sure sign that it is not only the organizers but also the managers of major importance.

Glass-Blower Won Top Productivity Prize

RAHAMIM BARUCH, winner of the top Kaplan Prize, may not have been thinking of such slogans as "Economic Independence" but for years he has been working on a method of glass-blowing which he considers a glass-blower's dream. He finally took the plunge. After three months of experimenting he was able to exclaim something like "Eureka." He later got a IL600 cheque in recognition. Easier understood by seeing it than reading about it, his invention consists of the use of a patent metal core on which a glass globe is blown instead of the usual glass cores which had to be produced afresh continually. Rahamin says that he has not heard of this new method being used abroad and that foreign experts visiting his factory have also professed ignorance of it.

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Israel Tourism Plugged in U.S.

By Aharon Remes

ON June 22, 1955, the Steering Committee of the Histadrut Executive adopted a decision opposing the creation of the Israel Association for the Advancement of Management, a body called upon all members to refrain from participation in it. This decision was very well met by the end of the plan which was nurtured for years by a number of managers and responsible government officials, the majority of whom are loyal and active members of the Histadrut.

In no other country would a decision by a Federation of Labour be able to affect the creation of a Management Association, yet in Israel this is so, because (a) the Histadrut, besides everything else, is also one of the largest plant owners and employers in the country; (b) the majority of managers in Israel are members of the Histadrut.

The Histadrut plays a major role in the development of the economy and must go on doing so side by side with the Government. This, however, imposes on the ever-growing professional men, must have certain personal abilities, traits, and inclinations but without training, these cannot mature fast enough to well enough to insure a steady and adequate flow of the required number of managers of sufficient ability.

We are a country developing at an unprecedented rate. We often say that time is our greatest enemy. Yet an understanding of the role of managers is as paramount, unfortunately, amongst workers as it is amongst clerks, civil servants, Army officers, politicians and men of the free professions. Managers are by no means an exception but it would be foolhardy to believe that such artificial barriers are preventing them from forming an association which in any way help extricate this tendency. Only a broad educational campaign backed by personal example and government policies, can do the job. In fact, the proposed Association could make a very definite contribution to the country's development by deepening the manager's consciousness of his responsibilities to society.

The second basic objection seems to be founded on the fear that the Association might become a "managers' trade union" and busy itself not with the advancement of management technique and know-how but rather with the struggle for better salaries and with increasing the economic gap between the workers and the managerial class.

Here again, the objection is based on an irrelevant fear. The country faced a continuous struggle for a free professions and clerical workers for higher incomes and the increasing of the differential between them and other workers long before an association of managers was planned; the Association will not be authorized by its constitution to deal with anything connected with the "trade union problems" of managers as such; and advancing management's understanding, its responsibilities, which is one of the main aims of the proposed association, can only help to lessen the conflict substantially and find a more equitable

production of margarine. The response of the managers themselves was enthusiastic. Heavy attendance at courses and demands for further study and training resulted in thinking about what could be done to provide not only a full academic administration and management course for young men, but also continuing on-the-job training and the crystallization of the managerial know-how accumulated by the managers executives for the benefit of all.

Meeting at courses and seminars and a year ago, during an extended tour in the U.S. to study business management, the Histadrut Executive, convinced that most of their problems were common to them all and that all could benefit immensely from a free exchange of experiences and ideas. The activities of Management Associations in other democratic countries proved to be of extreme interest to ourselves and thus the desire to organize some sort of an Israel Management Association was conceived.

Management: A New Concept

By Aharon Remes

Histadrut. If that happens the status and position of managers in all Histadrut enterprises, as well as in capital, government, and other public organizations, will become very difficult indeed; and the ability of the Histadrut to manage economic enterprises will suffer.

On the other hand, if it understands the problem and directs its policies toward professional cooperation with all managers, the Histadrut will both provide for their professional needs and managers and insure itself to the best of its ability against the crystallization of a snobbish managerial class.

Crying Need
Good and dynamic management is the most crucial factor in the success of our economic progress. The old belief, still held by some, that a manager is born and not trained, does not tally with industrial experience anywhere. In our rapidly changing economy managers must be prepared meticulously and their training must go on ceaselessly once they are on the job. No doubt a manager, like other professions, must have certain personal abilities, traits, and inclinations but without training, these cannot mature fast enough to well enough to insure a steady and adequate flow of the required number of managers of sufficient ability.

We are a country developing at an unprecedented rate. We often say that time is our greatest enemy. Yet an understanding of the role of managers is as paramount, unfortunately, amongst workers as it is amongst clerks, civil servants, Army officers, politicians and men of the free professions. Managers are by no means an exception but it would be foolhardy to believe that such artificial barriers are preventing them from forming an association which in any way help extricate this tendency. Only a broad educational campaign backed by personal example and government policies, can do the job. In fact, the proposed Association could make a very definite contribution to the country's development by deepening the manager's consciousness of his responsibilities to society.

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Production of Margarine in Israel

By Aharon Remes

MATA, one of Israel's leading manufacturers of margarine and foodstuffs was founded in 1950. At this time margarine was an unknown product in Israel and the competition was approximately 20 tons per month. It took many years before the Israel public realized the food value of margarine and the gradual build-up of sales to the present 600 tons per month.

The MATA factory produces several kinds of margarine. Other than the edible margarine which is a familiar product in every home, MATA supplies special textured margarine for bakery and pastry, margarine for the manufacture of biscuits, and ice cream. The manufacturing of margarine at the MATA plant is carried out by modern, completely automatic machinery. No human hand touches the product from manufacturing stage to packing.

The total capacity of margarine production at MATA is 40 tons per day, but due to rationing, MATA produces only 20 to 25 tons per day. The introduction of modern machinery and improvements in production methods have enabled MATA to reduce production time per ton of margarine by 25% in the last 22 years. Employing approximately 150 workers and possessing a modern distribution organization with a fleet of 25 insulated delivery vans, MATA supplies Israel's population from Dan to Eilat. Retailers, settlements, kibbutzim, institutes, and kosher food stores are all supplied regularly with MATA's many products.

Nearly every town in Israel has a MATA warehouse equipped with refrigerated cool storage.

Other than margarine, MATA produces mayonnaise, salad dressing, mustard, puddings, and jelly. The most recent addition to the MATA family is Vegetable Spread. This product is made from a famous Swiss formula acquired by MATA. Rich in protein and having a content of vitamins B1, B2, B6, and Vitamin C, it has proved popular with Israeli young and old alike. Due to its yeast content it has the flavour of liver and yet contains no meat.

Equipped with a modern laboratory and staffed by competent technicians, all MATA products are carefully prepared and inspected prior to release for distribution to the public. During the early years of margarine manufacturing in Israel, all edible oil used in the process was purchased from abroad. Now MATA margarine is fabricated from locally produced oil.

The growing of safflower seed was encouraged and financed by MATA in cooperation with numerous Negev settlements. Today MATA purchases crops from the settlements before they are ready for harvest.

A subsidiary of MATA is the Eden cheese factory. This plant produces several types of processed cheese. Originally, imported raw material from abroad was utilized in the production. New all products are made from Israel raw materials. Equipped with modern automatic machinery for processing and packaging and a modern fleet of delivery vans, Eden has been able to deliver a constant supply of fresh products to the Israeli market.

Eden products have been successfully marketed abroad and constant efforts are being made to increase exports. MATA has recently concluded a contract with a Portuguese investment group for the establishment of a margarine factory in Mozambique, Portuguese East Africa. Under this agreement MATA acquires a 50% ownership and supplies Israel-made machinery, know-how, and finance. Operational management will be Israeli and supplied from the MATA staff. (Communicated)

N.Y.U. Project Trains Young Israelis In Management and Business Administration

By a Special Correspondent

DIRECTOR of the Israel Institute of Productivity, in a paper presented before the International CEGOS Congress, Brussels last month, stated that the training of young Israelis in management and business administration is a task of creating the managerial force Israel needs, a group of U.S. advisers have been working since last September in cooperation with Israel institutions such as the Technion, the Hebrew University and the Productivity Institute, in a U.S.O.M. project, carried out by New York University and headed in Israel by Prof. Theodore Lang.

The project envisions that the short-range aspect of the task is to help existing managers, both as organizations and as individuals, to acquire better managerial competence. This includes formal academic programmes, as well as attendance at conferences, seminars, etc., among which the forthcoming programme on "The Manager in an Expanding Economy" at the Technion is a notably valuable example.

Awareness Responsibility
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GAVISH Israel Glass Manufacturing Co. Ltd., Rishon Le Zion

Established 1951

Manufacturing 300 types of glass products for home, lighting and industrial purposes.

Value of production during 1957: — IL 1,225,000.

100 workers employed

Awarded the 1954 Kaplan Prize

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Job Evaluation: Way To Raise Efficiency, Morale

lysis intends to give as com- a single factor should be

a single factor should be used consistently — and that this can be measured by a "maximum time-span of discretion," or the "maximum length of time the decisions made by a person or his own initiative committed resources of the Company." This time-span method has been tried only in one large fish factory so far, and not yet fully reported, so that it is too early to say what can be done with it.

For the civilian employees of the United States Navy have their jobs graded according to the criterion of "difficulty and responsibility of work." This is broken down into seven factors, such as amount of super-

Extensive work in this field by the Israeli Institute of Applied Biological Research has shown that indeed a relatively simple scheme can be at the same time practical, reliable, and acceptable to management and workers alike. Factors to be evaluated should all express "a standard amount of work." Clearly, if one job is to get a higher grade than another, it should not be regarded as less advanced. Self-evident as this principle may seem, it is actually overlooked in many job evaluation schemes that are designed to be "scientific."

it, it turns out that these are factors of advancement that hold for almost any kind of job, and others that are specific only to certain lines of work. The general factors include: judgment, originality, education and experience, and superior vision over the job, etc. Specific factors include manual dexterity, artistic ability, etc. Statistical analysis of the results of hundreds of jobs (and thousands of job holders) of great variety shows that the best workers suffice in practice for grading jobs not only within lines of work but across different lines of work.

Within a given line work, such as cartography, say, the seven grades of cartographers can be distinguished by the levels of design and artistic requirements. They can be equally well separated from each other by the general factors of judgment, etc. Similarly, different grades of accountants can be distinguished from each other by factors specific to accounting. But the grading of accountants can be arrived at from the general factors alone as well.

The advantage of using the general factors is that they permit comparing cartographers with accountants, which would otherwise have

practical or theoretical basis. It is this problem of grading across lines of occupations that has been one of the big morale problems of Israel's industry and government. It is good that an acceptable solution is now available for use by those concerned.

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as against 1956/57.

plant operations resulting in
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aiding achievements which
reduction of operating costs
in the number of working
accidents, as against the
job evaluation and merit
levels of employment
budgeting and budget control

10

